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Final Report

ISM in Cologne confirms its exceptional international position

Sweets and snacks in high demand by the trade

ISM in Cologne well-attended again: Almost 38,000 trade visitors from over 140 countries

Top buyers from Germany and abroad in Cologne, the specialised trade was also well-represented

Something for all tastes: Innovations and traditions are both equally important in the sweets and snacks sector

After four exhibition days, the 47th ISM in Cologne closed on a very good result. Once again almost 38,000 trade buyers from over 140 countries were registered. The exhibitors were thoroughly convinced by the excellent quality of the visitors. Once again this year, decision-makers from all trade channels made use of the world's largest trade fair for sweets and snacks to go about their comprehensive business activities. 1,649 exhibitors from 68 countries exhibited at ISM 2017. "ISM once again confirmed its international position as a global platform for the sweets trade. Furthermore, we were able to further reinforce our position with a slight growth in the number of exhibitors," commented Katharina C. Hamma, Chief Operating Officer, Koelnmesse GmbH. "ISM is the central hub for the national and international business," confirmed Bastian Fassin, Chairman of the International Sweets and Biscuits Fair Task Force (ASIM). "The exports are not only of great significance for the German industry. The entire sweets and snacks business has an international alignment." Hence, the consequences of the Brexit and possible trade restrictions by the USA were a major topic of conversation at the trade fair.

The exhibitors of the 47th ISM also placed their bets on new products and marketing ideas this year. Instead of one overriding trend, many individual tendencies that were aimed at different target groups were recognisable. "Something for all tastes" is the motto of the flexible and innovative industry that relies above all on one aspect: Enjoyment and taste. This is why sugar-reduced, vegan or vegetarian sweets, bakery products and snacks primarily have to also please the taste buds of the consumers, as various surveys underlined.



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As always, the buyers proved to be very open to new approaches. Since a large majority of the trade visitors are decision-makers within the companies, numerous negotiations were successfully transacted on-site, a good follow-up business is also expected in many cases. Large trading companies from Germany and other European countries were represented as well as buyers from North America, the Near East and South America. A high number of visitors from the specialised trade, which is important for many suppliers of specialities, were also welcomed in Cologne.

Fundamentally, the share of foreign visitors remained constant at around 67 percent. ISM registered significant growth in the number of visitors from Japan, India, Pakistan and the Baltic region. Due to the Chinese New Year celebrations, ISM recorded a decline in the number of visitors from China. Less visitors were also registered from Great Britain and Turkey.

The ISM Award was conferred for the fourth time. The award winner is Gota Morinaga, Representative Director, Representative Chairman, Morinaga Co. Ltd., Japan. The international prize of the world's largest and most important trade fair for sweets and snacks pays tribute to exceptional services to the sweets and snacks industry. The award winners of the past years were Herman Goelitz Rowland Sr. (Jelly Belly Candy Company, USA), Felix Richterich (Ricola AG, Switzerland) and James N. Walker, (Walkers Shortbread, Great Britain).

At its new location in Hall 2.2, the "New Product Showcase", which has established itself at ISM since 2010, was once again strongly frequented. The following three products were voted the top three innovations of this year's ISM by the visitors:

1. Bad Luck Cookies by Pechkeks GmbH,
2. Organic Veggie Box by my ChipsBox GmbH and
3. Pralibel Dômes by Pralibel NV.

Furthermore, the ISM Packaging Award powered by ProSweets Cologne was also conferred for the first time. The prize winner is the Barbecue Marshmallow Grill Bag by tri d'Aix GmbH.

With an attendance of 17,000 trade visitors from over 100 countries, ProSweets Cologne - the international supplier fair for the sweets and snacks industry - which is held parallel to ISM, also confirmed its significance as an important information, order and networking platform for the entire industry

Together with ProSweets Cologne, ISM covers the entire value chain of sweets production and sales at the same time and place - a worldwide unique constellation.

ISM organisers are Koelnmesse and its industry sponsor, the International Sweets and Biscuits Fair (AISM) task force.

The ISM 2017 in figures:

1,647 suppliers from 68 countries, 86 percent of whom came from abroad, exhibited at ISM 2017 on exhibition space covering 110,000 m². These included 226 exhibitors and 10 additionally represented companies from Germany as well as 1,400 exhibitors and 11 additionally represented companies from abroad. Almost 38,000 trade visitors from over 140 countries attended ISM 2017, the foreign share was 67 percent.

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The 48th ISM is scheduled to take place from 28 to 31 January 2018.

**ProSweets Cologne, the international supplier fair
for the sweets and snacks industry,
will once again be held parallel to ISM 2018.**

Further information: www.ism-cologne.com
www.prosweets-cologne.com

Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, India, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

The next events:

Wine & Gourmet, Tokio, Japan, 12.-14.04.2017

THAIFEX- World of Food Asia, Bangkok, Thailand, 31.05.-04.-06.2017

ANUFOOD, Peking, China, 30.08.-01.09.2017

Note for editorial offices:

ISM photos are available in our image database on the Internet at <http://www.ism-cologne.com> in the "Press" section.

Press information is available at: <http://www.ism-cologne.com/Pressinformation>

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